

## Keep on Keepin' On: The Sequel

Sunday, September 21, 3:45-4:45 (Ballroom IV)

### Discussion Leaders:

Rick Feldhoff, President, Coalition of Senate and Faculty Leadership  
Thomas D. Layzell, President, Council on Postsecondary Education  
Michael B. McCall, President, Kentucky Community and Technical College System  
Gary A. Ransdell, President, Western Kentucky University  
Lee T. Todd Jr., President, University of Kentucky  
Steve Barger, Chair, Council on Postsecondary Education (moderator)

**Purpose:** In spring 2003, the board development seminar sponsored by the Institute for Effective Governance focused on the need for all of Kentucky's postsecondary institutions to work together to advocate for institutional, community, and statewide support for the reform agenda. This interactive session continues that conversation. Participants will discuss: 1) the nuts and bolts of organizing for advocacy, 2) the challenge for board members and the Council to be advocates for both support and accountability in times of limited resources and increased scrutiny, and 3) the balancing act of advocating for statewide and institutional agendas.

### Key Partners:

Board of Student Body Presidents  
Community Leaders  
Corporate and Labor Leaders  
Council on Postsecondary Education  
Faculty, Students, Alumni  
Kentucky Advocates for Higher Education  
Kentucky Higher Education Assistance Authority  
Other Postsecondary Institutions  
Partners for Kentucky's Future  
State and Local P-16 Councils  
State Policy Leaders

### Key Questions Board Members Should Ask:

In what ways has my institution engaged key partners in our local community and across Kentucky to support the institutional and statewide agenda?  
Are we doing enough to encourage participation by our alumni?  
How can we better communicate the messages of advocacy?  
How can my institution play a greater role in supporting the statewide advocacy initiative while staying on track with the institutional agenda?  
How will we measure the effectiveness of advocacy at my institution?  
Are we accountable both programmatically and financially?  
Are we focusing on our "soft spots" as well as on our accomplishments?

### Resource Materials in Your Conference Packet:

"Kentucky Postsecondary Education, A Reform Snapshot," September 2003